

Community Involvement
in
Environment, Health and Safety Programs

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“Effective outreach takes time and planning.

It requires people to look beyond

their own viewpoints,

understand how other people hold reality,

and address the issues

with that viewpoint in mind.”

Proactive Community Outreach is Vital

- ***Builds Community Trust in the Company***
- ***Identifies Potential Opportunities***
- ***Manages Risk***
- ***Assists Economic Growth***
- ***Contributes Toward Sustainable Development***
- ***Code of Management Practice for Responsible Care***

Principles of Effective Community Outreach

- *Management Commitment*
- *Identify the Audience*
- *Understand Their Perspective*
- *Decode*
- *Formulate Your Message*
- *The Value of Chemicals*

Community Advisory Panels :

Bridge the Gap

- ***Begin & Sustain the Dialogue Process***
 - ***Participant Selection***
 - ***Community Contributions***
 - ***Maintain Momentum***

Other Outreach Activities That Work !

- ***Donations***
- ***Community Reception***
- ***Legislative Reception***
- ***Facility / Process Tours***
- ***On - Site Workshops***
- ***Partnerships - Formal & Informal***
- ***Science Fair Judges***
- ***Guest Speakers***
- ***Career Days***
- ***“Lessons - In - A - Box”***
- ***Mentor Programs***
- ***Bring Your Child to Work Month***